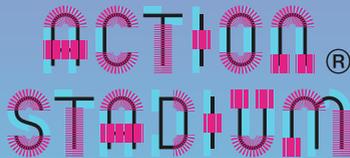


A small book on Action Stadium Culture

Our mission at Action Stadium is to allow both the young and older to enjoy life to the fullest, to do more, share more, to be more.



Be More.

The founders of Action Stadium have a purpose, encapsulated in the idea

Be More.

People in every culture want more out of their life, and more out of every experience in their life.

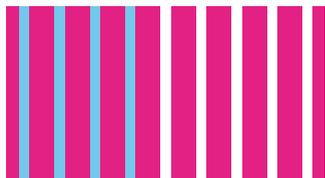
You want more - more of a future, to be more loved, to fill more of our potential, to be more healthy and happy.

This is what we mean by **Be More.**

In this small booklet, we have summarised what makes us tick - as a set of ten values. If these appeals to you then we are meant to work together.

Be More means

- 01** Be active and happy
- 02** Deliver WOW
- 03** Build a positive family spirit
- 04** Be more you
- 05** Break out of your comfort zone
- 06** Build trust with communication
- 07** Live up to your potential
- 08** Be passionate and determined
- 09** Be humble
- 10** Give more, get more



01 BE ACTIVE AND HAPPY

Our greatest achievement will be our ability to live healthier, happier and longer life.

This means supporting *physical* and *mental* wellbeing - yours and others. The more you take care of yourself on a daily basis, the more you have energy to create your magic.

CHECK YOURSELF:

Are you getting regular exercise, eating sensibly, getting sleep?

Are your life and relationships in balance?

Are you keeping your major projects in life, moving?

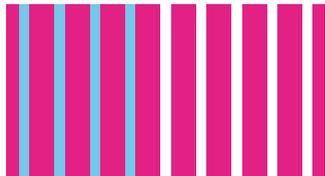
Are you passionate about your work, about where you work?

Do you believe in what we are doing and where we are going?

Is this the place for you?

SAMPLE ACTION STADIUM BEHAVIOURS FOR THIS VALUE:

- Makes decisions based on Action Stadium values
- Protects the Action Stadium culture
- Has personal goals
- Engages guests around our values in a way that helps them achieve an active and happy lifestyle



02 DELIVER WOW

At Action Stadium, anything worth doing is worth doing with WOW.

We strive for experience that inspires all *five senses*. And what ever we do must have *emotional* impact on the receiver.

Every day can have a random act of WOWness in it.

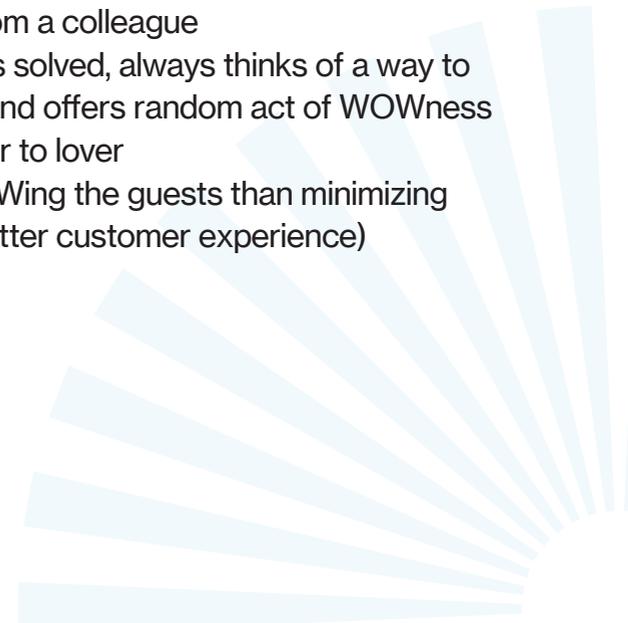
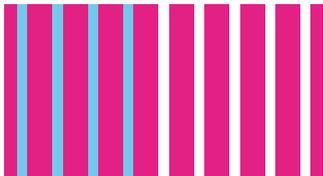
That's WOW.

CHECK YOURSELF:

Do you observe and listen guests daily needs and wants?
What are the things you can improve upon in your work or attitude to WOW more people?
Have you WOWed at least one person at the end of the day?

SAMPLE ACTION STADIUM BEHAVIOURS FOR THIS VALUE:

- Fixes problems when sees them - even if it "isn't their job" (picks up trashes etc.)
- Is aware of guests needs - acts on them to WOW guest
- Never leaves guest with a problem - if it can't be solved on your own, seeks help from a colleague
- When guest's problem is solved, always thinks of a way to go **above the problem** and offers random act of WOWness -> turns guest from hater to lover
- Is more focused on WOWing the guests than minimizing cost (if it's in serve of better customer experience)



03 BUILD A POSITIVE FAMILY SPIRIT

People come to work in part because it's a community. Take responsibility for the energy in a team, in how your team works with guests, and with others.

We hire to elevate the team -> each new team member expands their team's skill set.

CHECK YOURSELF:

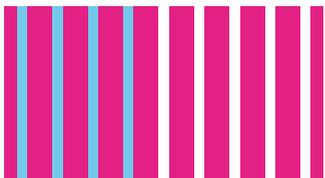
Are you encouraging more teamwork?

Are you bringing in people to share ownership?

Are you building stronger relationships with your team members both inside and outside Action Stadium?

SAMPLE ACTION STADIUM BEHAVIOURS FOR THIS VALUE:

- Does the right thing for Action Stadium, not just for yourself
- Connects people for meaningful relationships
- Participates in company sponsored events
- Is visible to co-workers



04 BE MORE YOU

There's a person inside each of us who is more - more than we usually show, more curious, fun, more spirited. That is who you want to bring to work. It helps everyone, makes things more fun, even a little weird in a fun way.

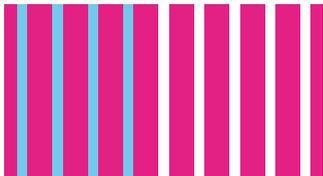
Action Stadium people will help you "be more you" than you ever thought possible.

CHECK YOURSELF:

Are you yourself and not a pose, at work?
Are you curious to find more about you?
Are you setting goals to be more you?
Are you taking actions to be more you?

SAMPLE ACTION STADIUM BEHAVIOURS FOR THIS VALUE:

- Embraces other points of view and individuality
- Has an authentic sense of self
- Lets their inner quirkiness come out



05 BREAK OUT OF YOUR COMFORT ZONE

Nothing big ever happened staying inside your comfort zone. Life-changing things will happen for those who dare to step outside.

Sometimes this means failing, and that's perfectly fine. The key is to learn how to bounce back easily. Don't get stuck on your failure - instead, own it, learn from it and let it help you grow.

CHECK YOURSELF:

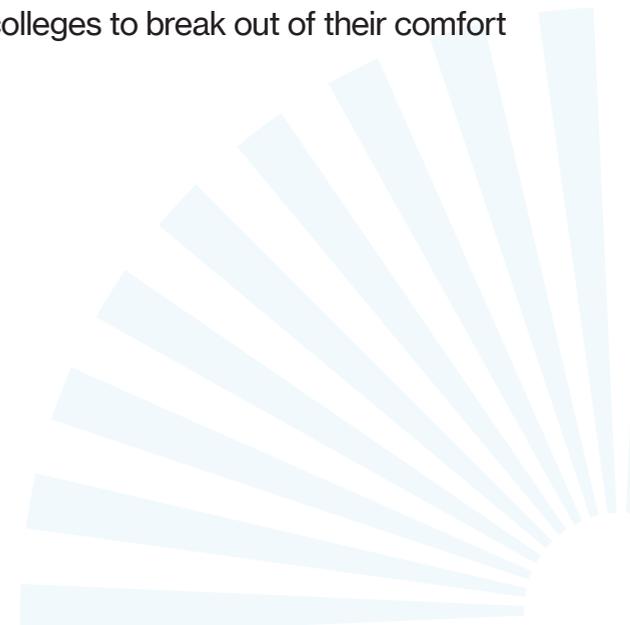
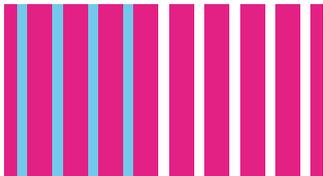
Are you afraid of making mistakes?

Do you push yourself outside your comfort zone?

Is there a sense of adventure and creativity in the work that you do?

SAMPLE ACTION STADIUM BEHAVIOURS FOR THIS VALUE:

- Has the courage to forget what one has learned, if needed (before coming to Action Stadium) and takes a different angle to create something new, fresh and surprising.
- Learns from mistakes and success in equal measure
- Encourages and helps colleges to break out of their comfort zone, too.



06 BUILD TRUST WITH COMMUNICATION

We believe you can reach connection with yourselves and others by building trust through communication.

We encourage and celebrate communication that is based on compassion, authenticity and courage.

CHECK YOURSELF:

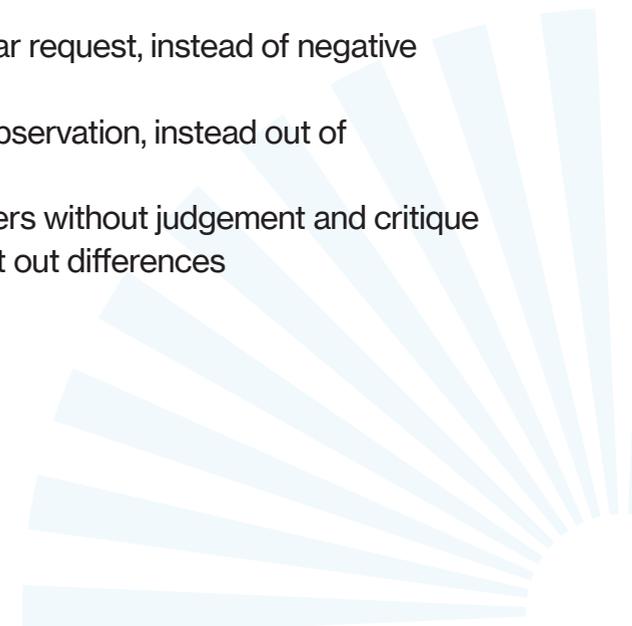
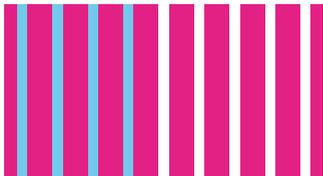
Do the interactions you have with others include deeply listening to one another?

Does your “inner chatter” or dialogue have an attitude of compassion and kindness?

Is your communication focused on needs - on the universal longings, that each and everyone one of us as human beings share - honesty, peace, care, support, to contribute, to be included?

SAMPLE ACTION STADIUM BEHAVIOURS FOR THIS VALUE:

- Communicates with clear request, instead of negative allusion
- Communicates out of observation, instead out of interpretation
- Listens oneself and others without judgement and critique
- Connects people to sort out differences



07 LIVE UP TO YOUR POTENTIAL

It's not just your career that matters, it's your life. You owe it to yourself to uncover your true potential and then make a difference, to be more.

Help yourself and you will be an inspiration to help others to live up to their own potential.

Action Stadium will be even more successful if we as team members believe we are living up to our own potential.

CHECK YOURSELF:

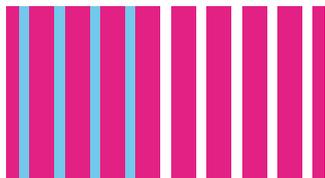
Are you growing personally?

Are you growing professionally?

Are there team members you are influencing to grow personally and professionally?

SAMPLE ACTION STADIUM BEHAVIOURS FOR THIS VALUE:

- Has interest in a career, not just holding a job
- Is passionate about personal development
- Inspires and mentors others



08 BE PASSIONATE AND DETERMINED

Passion is what drives us. We do more, we experience more. We are more today than we were yesterday.

That being said, few achievements in life come without determination. The main difference between the people who made it and those who didn't lies in the determination to finish what they started.

A fool with a plan beats a genius with no plan every time.

CHECK YOURSELF:

What are you passionate about?

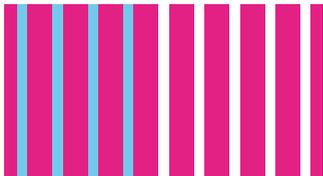
Are you planning and preparing to reach your goals?

Are you a genius with no plan? If so, what are you doing about it?

Do you encourage more passion and determination in others?

SAMPLE ACTION STADIUM BEHAVIOURS FOR THIS VALUE:

- If in a leadership position, overcome barriers that prevent others from flourishing
- Create other leaders
- Challenges the absence of planning and determination



09 BE HUMBLE

Have you ever noticed that people who contribute the most are usually the ones clapping others on the back, not themselves? They display a quiet self-confidence, lead not because of a title, but because they have gained the trust of others.

Selfish people don't thrive in team environments. Neither do know-it-alls. When we hire, we look for team players.

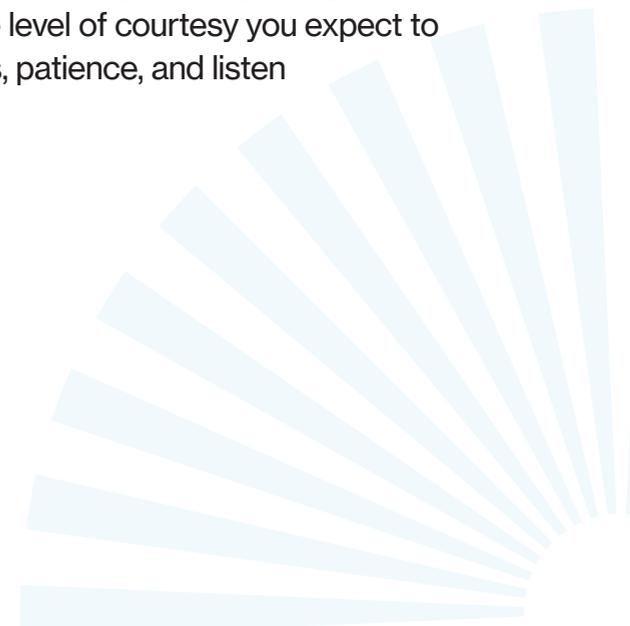
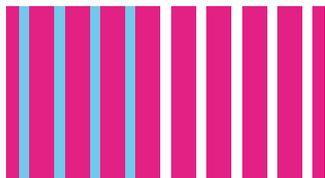
Note! Being humble doesn't mean not stepping forward to build your career, developing yourself. Be humble towards time - you can have it all, just not overnight.

CHECK YOURSELF:

Do you value openness and curiosity?
Do you seek and provide honest feedback?
Do you have humility to learn?

SAMPLE ACTION STADIUM BEHAVIOURS FOR THIS VALUE:

- Expresses gratitude in person - when colleague goes above and beyond, one verbalises the appreciation.
- Values people around you (colleagues, partners, guests) - some are your tribe, some your teachers, others "bridges" to transport you to the next level of your life journey.
- Treats others with same level of courtesy you expect to receive - smile, kindness, patience, and listen



10 GIVE MORE, GET MORE

What I give you I no longer have, right? Or is that right?
If we give help, wisdom, ideas, then our own resource is also renewed.

When you are polite -> you get kindness back

When you give WOW experience -> you get loyalty and recommendations from guests

When you are show love -> you get happiness back

When you mentor more -> you get more people to flourish

When you lead by example -> you get more inspired people

Action Stadium is built on this cycle.

When we give more to each other, we become a stronger team.

CHECK YOURSELF:

Do you only give when you get something back?

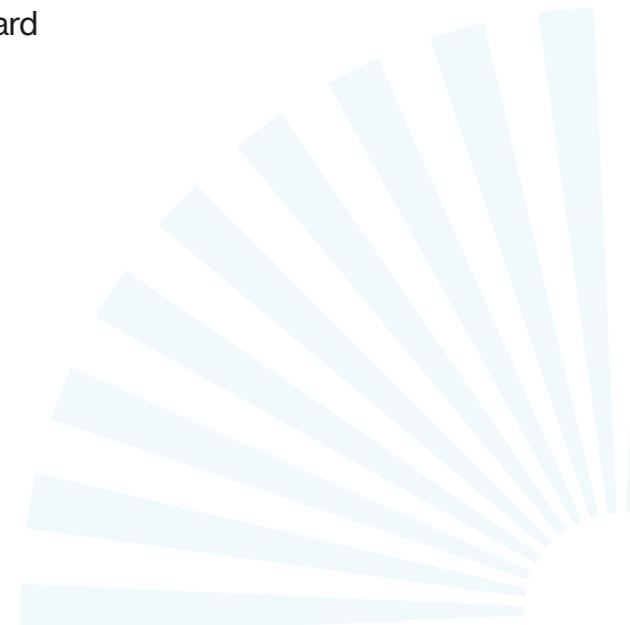
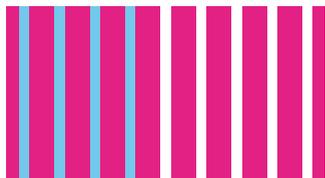
Are you happy for others' success, not just your own?

Do you root for a sense of team and family not just within your department, but across the whole of Action Stadium?

Is your positive team spirit authentic - can others count on you?

SAMPLE ACTION STADIUM BEHAVIOURS FOR THIS VALUE:

- Is generous with ideas, with help, with credit
- Is respectful of everyone, even when offering constructive criticism
- Listens before being heard
- Has a positive mindset



Does this booklet begin to communicate our aim that
we can all Be More?

Many companies have core values, but they don't really commit to them. They sound something you'd read in a press release. Maybe you learn about them on day 1 of orientation, but after that it's just a meaningless plaque on the wall of the lobby.

We believe that it's really important to have core values that you can commit to. Values that help each and every one of us grow, define our goals, make plans, realize our potential, Be More.

Whether you work here for a year or a career, we want you to believe that we helped you Be More.

ACTION[®]
STADIUM

Be More.